

# COMS 164: VISUAL COMMUNICATION

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## In Workflow

1. COMS Committee Chair (phillip.reese@csus.edu)
2. COMS Chair (mdludwig@csus.edu)
3. ALS College Committee Chair (irwin@csus.edu; j.gallegos@csus.edu)
4. ALS Dean (mwilson@csus.edu)
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6. Senate Curriculum Subcommittee Chair (curriculum@csus.edu)
7. Dean of Undergraduate (gardner@csus.edu)
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9. Catalog Editor (catalog@csus.edu)
10. Registrar's Office (k.mcfarland@csus.edu)
11. PeopleSoft (PeopleSoft@csus.edu)

## Approval Path

1. Fri, 19 Apr 2024 19:30:29 GMT  
Phillip Reese (phillip.reese): Rollback to Initiator
2. Thu, 25 Apr 2024 20:03:45 GMT  
Phillip Reese (phillip.reese): Approved for COMS Committee Chair
3. Thu, 25 Apr 2024 20:11:38 GMT  
Mark Ludwig (mdludwig): Approved for COMS Chair
4. Wed, 01 May 2024 20:04:34 GMT  
Jacqueline Irwin (irwin): Approved for ALS College Committee Chair
5. Wed, 01 May 2024 21:07:38 GMT  
Melinda Wilson Ramey (mwilson): Approved for ALS Dean

Date Submitted: Sun, 21 Apr 2024 21:02:07 GMT

**Viewing: COMS 164 : Visual Communication**

**Last edit: Wed, 01 May 2024 20:04:04 GMT**

Changes proposed by: Jacqueline Irwin (102087620)

**Contact(s):**

Name (First Last)	Email	Phone 999-999-9999
Jacqueline Irwin	irwin@csus.edu	916-278-6688

**Catalog Title:**

Visual Communication

**Class Schedule Title:**

Visual Communication

**Academic Group: (College)**

ALS - Arts & Letters

**Academic Organization: (Department)**

Communication Studies

**Will this course be offered through the College of Continuing Education (CCE)?**

No

**Catalog Year Effective:**

Fall 2024 (2024/2025 Catalog)

**Subject Area: (prefix)**

COMS - Communication Studies

**Catalog Number: (course number)**

164

**Course ID: (For administrative use only.)**

109991

**Units:**

3

**Is the only purpose of this change to update the term typically offered or the enforcement of existing requisites at registration?**

No

**In what term(s) will this course typically be offered?**

Fall, Spring, Summer

**Does this course require a room for its final exam?**

Yes, final exam requires a room

**This course complies with the credit hour policy:**

Yes

**Justification for course proposal:**

This is to enter the curriculum into CourseLeaf so that it is accessible for all faculty and to create current ELOs for this course.

**Course Description: (Not to exceed 90 words and language should conform to catalog copy.)**

Comprehensive overview of the theoretical concepts and communication methodologies appropriate for analysis of contemporary visual messages. Focuses on rhetorical analysis of visual messages. Significant research and critical writing required.

**Are one or more field trips required with this course?**

No

**Fee Course?**

No

**Is this course designated as Service Learning?**

No

**Is this course designated as Curricular Community Engaged Learning?**

No

**Does this course require safety training?**

No

**Does this course require personal protective equipment (PPE)?**

No

**Does this course have prerequisites?**

Yes

**Prerequisite:**

COMS 100B or equivalent, with a grade of C- or better.

**Prerequisites Enforced at Registration?**

Yes

**Does this course have corequisites?**

No

**Graded:**

Letter

**Approval required for enrollment?**

No Approval Required

**Course Component(s) and Classification(s):**

Discussion

**Discussion Classification**

CS#04 - Lecture /Recitation (K-factor=1 WTU per unit)

**Discussion Units**

3

**Is this a paired course?**

No

**Is this course crosslisted?**

No

**Can this course be repeated for credit?**

No

**Can the course be taken for credit more than once during the same term?**

No

**Description of the Expected Learning Outcomes and Assessment Strategies:**

List the Expected Learning Outcomes and their accompanying Assessment Strategies (e.g., portfolios, examinations, performances, pre-and post-tests, conferences with students, student papers). Click the plus sign to add a new row.

	Expected Learning Outcome	Assessment Strategies
1	Recognize a wide range of visual messages.	Article summaries, peer evals
2	Differentiate the principles of how we perceive visual messages.	Article summaries, peer evals
3	Identify the most common forms of visual message presentation, including graphic design elements and production techniques.	Article summaries, Literature review, Final paper
4	Analyze how images function symbolically, as well as the persuasive potential of visual messages.	Literature review, Final paper
5	Utilize a variety of conceptual critical tools to analyze a visual message.	Literature review, Final paper

**Attach a list of the required/recommended course readings and activities:**

164 new.pdf

**Is this course required in a degree program (major, minor, graduate degree, certificate?)**

Yes

**Has a corresponding Program Change been submitted to Workflow?**

No

**Identify the program(s) in which this course is required:****Programs:**

BA in Communication Studies (General Communication)

**Does the proposed change or addition cause a significant increase in the use of College or University resources (lab room, computer)?**

No

**Will there be any departments affected by this proposed course?**

No

I/we as the author(s) of this course proposal agree to provide a new or updated accessibility checklist to the Dean's office prior to the semester when this course is taught utilizing the changes proposed here.

I/we agree

**University Learning Goals****Undergraduate Learning Goals:**

Competence in the disciplines  
Intellectual and practical skills  
Personal and social responsibility

Integrative learning

**Is this course required as part of a teaching credential program, a single subject, or multiple subject waiver program (e.g., Liberal Studies, Biology) or other school personnel preparation program (e.g., School of Nursing)?**

No

### **GE Course and GE Goal(s)**

**Is this a General Education (GE) course or is it being considered for GE?**

No

#### **Reviewer Comments:**

**Phillip Reese (phillip.reese) (Fri, 19 Apr 2024 19:30:30 GMT):** Rollback: For removal of WI designation ...

**Emily Potts (emily.potts) (Wed, 01 May 2024 18:59:45 GMT):** The committee suggests the following edits for the sake of approval: Modify ELO 4 to use only one verb: Analyze. Update in syllabus as well. Correct small typo in Syllabus Include a reference in the justification that talks about updating ELOs for the course. Thank you, Emily Potts

**Jacqueline Irwin (irwin) (Wed, 01 May 2024 20:04:17 GMT):** Changes made by author

Key: 788